

Contacts
September 1958

Mr. E. G. Rogers Retires



Mr. E. G. Rogers, M.O. Operating Manager, retired August 29 after 43 years of continuous service. A reception in his honour was held at the Fort Garry Hotel on Thursday, August 28, at which store executive and managers attended. Mr. Bruce Sutherland, acting as chairman, congratulated Mr. Rogers on his successful business life with the Company and spoke of the many friends he had made both in Store and Mail Order and with other business associates. Many congratulatory telegrams and letters were read from Eaton centres across Canada—Mail Order, Store and Buying Offices—all testifying high regard for the guest of honour.

Mr. Gilbert Eaton wished Mr. Rogers, on behalf of the Eaton family, the best of health and happiness, and thanked him for his outstanding efforts in helping to build the Eaton Mail Order system to what it is today.

Mr. Pinfold spoke on behalf of the Company and recounted how Mr. Rogers—born in England—had joined the Mail Order as a young man when it was handled from the Store, and on its moving to the new Mail Order Unit progressed under the management of Mr. Arthur Robinson and Mr. Jim Johnson. Mr. Rogers had handled the Winnipeg M.O. organization's largest department—the Assembly and Shipping; then followed Mr. Jim Johnson as Operating Manager from which post he is retiring. After a career in which he was responsible for many significant improvements in the Mail Order systems, his presence and leadership will indeed be missed.

The official presentation was made by Mr. Pinfold to Mr. Rogers, of a beautiful oil painting, and mention was made of a fireplace mirror already installed in his home. Mr. Rogers, in replying to the assembled group, made some very amusing remarks regarding the amazing growth of the Mail Order system in Winnipeg and surrounding area. He thanked his many friends and associates for all they had contributed towards making his business career such a happy success, and with a few more well-chosen words, the presentation came to a close.

With his love of travel—shared by Mrs. Rogers—and his many other hobbies such as gardening, hunting, etc., Mr. Rogers will find his leisure time pleasantly occupied and we wish him and Mrs. Rogers many healthful and happy years.

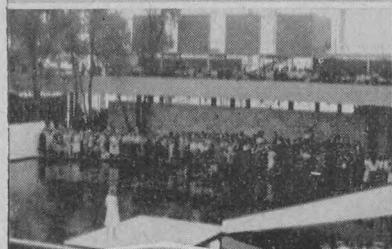
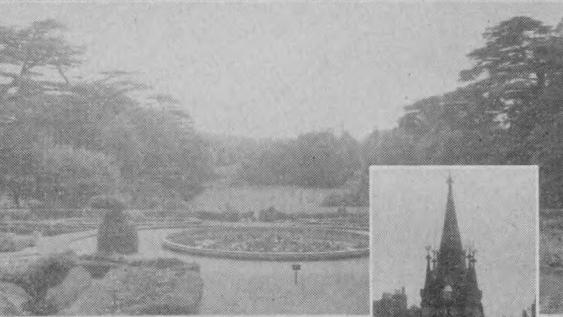
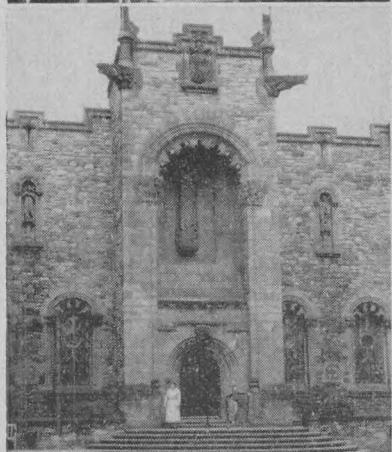
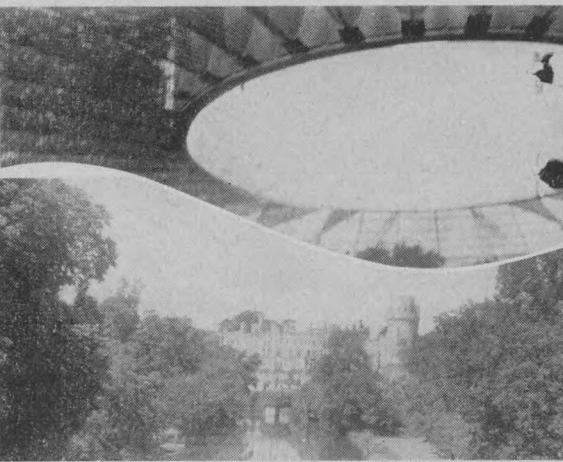


After 43 years of always being on time, Mr. Rogers ended his Eaton career by being late on Friday, August 29. However, as this was by special request, his record remains unblemished. In presenting Mr. Rogers with a reclining chair, Mr. F. G. Muirhead, on behalf of the M.O. Divisional Office staff, expressed their best wishes and the hope that the chair would be used in passing away many a leisure hour (if any!).

Mr. Rogers received many personal gifts and spent a really busy day receiving a constant stream of visitors all coming to offer their best wishes.

Overseas Pictures of 1958 Charter Flight

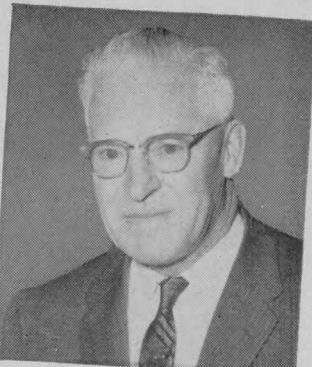
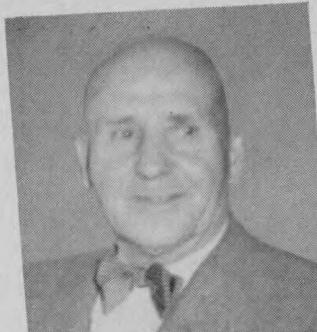
Taken by Miss Gwen McMillan, Contract Sales



Top left and down: Canada Pavilion, Brussels; Memorial Chapel at Edinburgh Castle; Fashion show, U.S.A. Pavilion; Main Brussels Pavilion.

Top right and down: U.S.A. Pavilion roof; Warwick Castle, Warwick, England; Formal Garden, Warwick County; Memorial Tower, Stratford-on-Avon; Anne Hathaway's Cottage, Stratford-on-Avon.

Welcome to the Quarter-Century Club



MRS. MURIEL JEAN FORZLEY

After completion of her school career, Muriel's one ambition was to be a telephone operator. This girlhood goal has been fully realized, for Mrs. Forzley has worked for the Telephone Order Board for 25 years. And they have been enjoyable ones, too, says Muriel.

In chatting with Mrs. Forzley we find she loves to five-pin bowl, also has a very nice garden.

Mrs. Forzley has just completed a three-week vacation. She and her husband travelled throughout the U.S.A. and Canada mostly sightseeing. The very best for future years, Muriel, is the wish of all your friends.

PERCY MOORE

of the Engineers' staff, joined the Quarter-Century Club on Thursday, August 21. Percy's desk was decorated gaily and he was the receiver of many nice presents and well-wishes throughout the day.

"Shorty," as his friends know him by, was born in Souris, Manitoba. He has two daughters, Dorothy who lives in Seattle, Washington, and Donna who lives in Lincoln, Nebraska, one son, Percy who works in W32.

Percy hopes to make use of his quarter-century holidays by travelling to the United

MISS GLENDORA G. WING

celebrated her 25 years with the Company on August 14, Thursday. Miss Wing was presented with a beautiful diamond ring by the Company and a lovely watch from the management and her many friends of Fancy Goods. She plans on a trip this fall to Vancouver and the west coast to see her relations.

Glen, as she is known to her friends, came to Canada when she was six years old with her parents and younger brother. She was born in Bristol, England. Settled in Vancouver, later moving to Winnipeg and finally in 1933 began her career with the Company, all of which has been spent in the Fancy Goods.

Favourite hobby is (of course) sewing and fancy work. Belongs to All Saints' Business Girls' Club. Happy holiday, Glen, and many more pleasant years.

States to see his daughters. May you have many more pleasant years, Percy, is the sincere wish of all your associates.

W. E. CHALMERS

On Wednesday evening, August 6, members, ex-members and wives of the Stock Audit staff gathered at the home of Mr. and Mrs. H. D. Macnamara to celebrate Mr Ted Chalmers' 25 years with the Company (actual date August 8). It was an excellent party enjoyed by all. During the evening a presentation of luggage was made to the guest of honour by Mr. Macnamara, followed by a few words from Mr. St. John, Miss Ivy Morris and Mr. Livingston.

Friday, August 8, Mr. Chalmers' desk was decorated for the occasion. He received gifts and greetings from his friends throughout the Company's stores. It was a very busy day.

Mr. Tucker presented him with his Quarter-Century Certificate No. 9023 and a gold watch.

Mr. Chalmers' comments were "It was a wonderful day and thanks for the 25 roses sent to Mrs. Chalmers."

In April Mr. and Mrs. Chalmers, accompanied by a daughter and son-in-law from Swift Current, motored to the west coast. The remainder of his long vacation will be equally well spent when the hunting season opens.

HADN'T TIME

Hadn't time to sing a song,
Hadn't time to right a wrong;
Hadn't time to send a gift,
Hadn't time to practice thrift,
Hadn't time to see a joke,
Hadn't time to write his folk;
Hadn't time to eat a meal,
Hadn't time to deeply feel;
Hadn't time to take a rest,
Hadn't time to act his best;
Hadn't time to help a cause,
Hadn't time to make a pause;

Hadn't time to scan the sky,
Hadn't time to heed a cry,
Hadn't time to say good-bye;
Hadn't time to study poise,
Hadn't time to repress noise;
Hadn't time to go abroad,
Hadn't time to serve his God;
Hadn't time to lend or give,
Hadn't time to really live;
Hadn't time to read this verse,
Hadn't time—he's in a hearse—
He's dead!

The Following Announcement Was Made by the Executive Offices,
Western Division, Today

"Winnipeg, September 12, 1958.

To All Employees . . . *Recognition of Service*

"As a mark of further appreciation of the years spent in its service, the Company is very pleased to announce at this time the following changes:

Five Years of Service

Effective with the 1959 vacation period, employees with five years of service or more will be granted an annual vacation with pay of three weeks (at present with ten years' service or more).

Twenty Years' Service

Effective with the 1959 vacation period, employees with twenty years' service or more will be granted an annual vacation of four weeks (at present with twenty-five years' service).

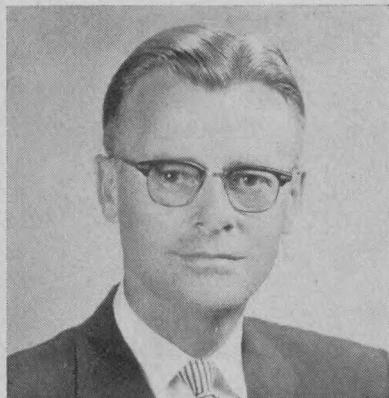
Twenty-Five Years' Service

Effective immediately employees with twenty-five years' service or more will no longer be required to record their time, either by time clock or signing of sheets.

In case of illness, Quarter-Century Club members will remain on full pay for the first month of absence, and if the illness continues beyond that will then revert to the present welfare schedule which covers up to six months.

The additional holidays granted to employees on the completion of twenty-five years will continue as heretofore, making a total vacation in that year of six weeks."

Quarter Century—Continued



MR. NORMAN BATTING

Mr. Batting, Manager of fourth floor Women's Dresses, celebrated his 25 years' continuous service with the Company on August 17. On the morning of August 18 he was presented with a film splicer by the Store management. Monday evening at Moore's Restaurant a supper in his honour was held and from his staff and friends he was given a movie projector. Mrs. Batting received 25 lovely roses.

Mr. Norman Batting was born in Winnipeg; married, with two children, Brent and Rick. During the war was a flying officer instructor, R.C.A.F. Likes to golf, and very obviously, photography is his hobby.

Began working for Eaton's at Saskatoon (Women's Coats) for seven years, then Moose Jaw (Women's Coats) for 12 years; presently, last six years with Women's Dresses. Best of everything for the coming years is the wish of your many friends, Mr. Batting.

FORTY YEARS FOR MR. SAM CRITCHLEY

August 12, 1958, seemed to be just another day for Sam Critchley. Sam works for the Elevators. Bright and early, as is his custom, Sam came to work to find that this was the day he came to work for Eaton's 40 years ago. "Doesn't seem that long," Sam told us, then he went on to say that he began with Eaton's working in the boiler room as a fireman. The last 27 years have been spent with the Elevators.

Sam has a wife, Violet, four children and six grandchildren. Likes to fish as a hobby and hopes to take a trip to Victoria to see his many relatives. Best of health and happy years from all your friends, Mr. Critchley.



IT'S IN THE BAG!

Who's Under Those Yards of Excess Material?

CLARK GABLE? CARY GRANT?
FRANKENSTEIN?

Who Knows? And, After One Look at That
Baggy Boy on the Left, Who Cares?

WE ASK YOU . . . would you dress like that? Let's hope not.

Well then, why, oh why, do you insist on putting small items of Eaton merchandise in bags so big that customers can hardly tote them away?

It may seem of minor importance to you . . . a packet of bobby pins in a bag designed for an item the size of a man's shirt . . . but it's important to the customer, and to Eaton's, too.

When a shopper gets an outsize bag she can't help but think, consciously or otherwise, that Eaton's is a rather sloppy organization that doesn't take pains to complete a transaction properly.

Perish the thought!

Here we are with new blue bags, streamlined and modern . . . and everybody wearing a blue ribbon spelling out "Eaton's For Service." We can't afford to have even one customer thinking like that. And we can't afford the rising costs that result when Eatonians use big bags where small will do.

Next time you make a sale be sure your "customer presentation" technique is up to scratch. Clinch the deal with a smile AND the proper size bag. It doesn't cost anything—yet it saves both customer-annoyance and money.

When you reach for a blue and white bag don't play "eenie meenie." Select the right one—after all there are 19 sizes from which to choose.

Then everything's "in the bag" . . . including merchandise, customer satisfaction and lower operating costs!

—Reprint from Toronto "Eaton News."



THIRTY-FIVE YEARS WITH EATON'S

MR. R. T. GODWIN

Reg, as his friends at the Store and business associates know him, reached another milestone in an interesting and busy 35 years with Eaton's. A native of Bath, England, served with the Imperial Army during the 1914-18 war.

Following his discharge he came to Canada and Eaton's where he took up duties in the Linen Department, and later from there to the M.O. Boys' Clothing and the Men's Hat Department (Store) where he is now Department Manager. Mr. and Mrs. Godwin have two sons, Ron who is residing in Fort William, Ken and one daughter, Dorothy, who are still at home, and two grandsons in Fort William.

Mr. Godwin received a Canada goose statuette from his department, along with the good wishes of all his friends, for many years of health and happiness to both him and Mrs. Godwin.

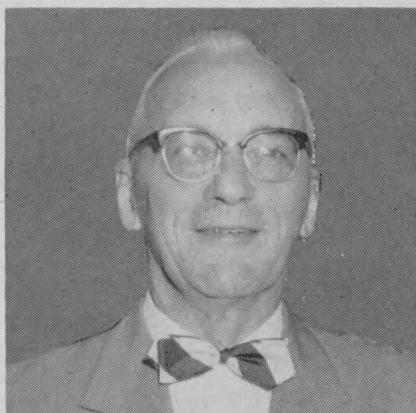
LATE NEWS

Glad to see the following members of our staff back again with us from their holidays. Mr. A. L. Curtis, glad to see you're feeling better. Mr. Joe Green, Mr. Walter Scott, Mr. Bruce Gordon—that was a holiday; and Miss Gwen McMillan—have a nice time in Europe, Gwen?

Contract Sales—By Jan Chorny

We also say a big Welcome to a new member of our staff, Miss Gail Shackell. "Hope you like being with us, Gail."

Heartiest congratulations to Mr. and Mrs. Lyle Harvey who recently became the very proud parents of an 8 lb. 10 oz. bouncing baby boy, John Lyle.



Eaton's Mixed Five-Pin Bowling League



Back row—H. Evans, N. Henry, R. Lowe, C. Saunders, P. Cook, L. Jackson, J. Thom.
Front row—H. Tarry, H. Brown, E. Wall, D. Slack, E. Johnson.

Missing—B. Stacey, T. Black, E. Sigvaldason

The general meeting held this year on August 20 was very well attended, and the incoming executive were very pleased to see the interest shown, and to welcome many new bowlers to the league. This year, again, we have 48 teams, divided into five divisions; the first four divisions are bowling at the Bowldrome and the fifth is at the newly rebuilt Saratoga Alleys.

The Season Started on Tuesday, September 2, with the Following Results

Division 1—Roughriders lead with 25 points, Winsomes second with 22 points, and Skippers third with 21 points.

Division 2—Wiggetts first with 23 points, Westeners second with 22 points, and Scotties third with 18 points.

Division 3—Mixers lead with 19 points, Pi-

oneers and The Burps with 18 points are tied for second, and Crocks third with 17 points.

Division 4—Wise Ones lead with 24 points, Phantoms second with 22 points, and Panthers third with 19 points.

Division 5—The Knots are first with 21 points, The Zulus are second with 17 points, and the Royals third with 13½ points.



H. F. Gorrie, who has been named Manager of the London Store, points out the place where our new four-storey structure will rise to John Hicks, right, of Webb and Knapp, the centre's developers. Mr. Gorrie was formerly Manager of the Oshawa Store.

An Ultra-Modern, Five-Million-Dollar Eaton's of Canada Department Store Will Be the Hub of a 36-Store Shopping Centre To Be Built in Downtown London. When Completed in 1960 the Centre Will Be One of the Most Streamlined in Canada.



Bottom—An architect's sketch of the Wellington Square Shopping Centre to open in London in the spring of 1960.

Top—Here's what our 62nd store, to be located in London's new shopping centre, will look like on completion. Estimated cost of our store, not including fixtures and merchandise, is five million dollars.

Eaton's To Be Hub of London Shopping Centre

A four-storey, five-million-dollar Eaton's of Canada Store—our 62nd—will be the hub of a 36-store shopping centre which will open in the heart of London, Ontario, in the spring of 1960. Excavation for the centre has already started.

Our store will be of ultra-modern design with three open entrances on the side facing the T-shaped, heated mall—an innovation in Canada. By day shoppers can drift from the Mall right into Eaton's without stepping through doors of any kind. By night glass walls, concealed during the day, slide into place to make an imposing glass store front permitting a direct view of the main floor. Eaton's four floors and selling basement will contain approximately 250,000 square feet. Over 600 people will be needed to staff the store. During the Christmas season Eaton's will provide employment for probably twice that number.

Hugh F. Gorrie, the man who managed our Oshawa store, has been chosen to manage the London store, our second venture into a shopping centre in Ontario.

The London centre, to be called Wellington

Square, embodies many advanced ideas and features including a multi-level parking system capable of holding 800 cars. All 36 stores will be air-conditioned and will open off the central mall. An underground truck concourse with shipping and receiving docks to service all stores, will run under the mall.

Webb and Knapp (Canada) Ltd., developers of the centre, believe Wellington Square will be the foremost in Canada in terms of design, shopping comfort and convenience of location. No other Canadian city is being served by a shopping centre located in the heart of the downtown business section.

Mayor Allan Johnston of London hailed the announcement of the new shopping centre as "a great development." Said Mayor Johnston: "All of London is proud to hear that Eaton's of Canada has chosen London as its key location for Western Ontario."

WHAT IS A CUSTOMER?

A customer is the most important person in our business.

A customer is not an interruption of our work—he is the purpose of it.

We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so.

A customer is not an outsider to our business—he is part of it.

A customer is not someone to argue or match wits with.

Nobody ever won an argument with a customer.

A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.



EATONIANS IN THE NEWS

HEATHER SIGURDSON—Runner-up for Miss Canada Honours, 1958

Fellow Eatonians are justly proud of Heather in her outstanding achievement in placing second in the Miss Canada contest. Heather received \$500.00 which will be used towards her studies at the University of Manitoba. Everyone wishes you the same success throughout the coming years, Heather, with everything you do!

Little Leaguer Pitches Perfect Game

Young DONALD SALLY, step-son of Bob Flegg, Furniture, and son of Betty Flegg, Juvenile, fifth floor, pitched a perfect game. Yes sir! In a six-inning divisional play-off he never allowed one batter to reach first base, striking out nearly all batters and making the plays on the rest. Nice going, Don, and keep it up —Winnipeg would sure like to read about a "bonus pitcher" in the big leagues. Best of luck!



August 18, 1958, was a day of achievement for JOHANN JOHNSON of the Jewellery Repair (1766). "Joe" as he is known by his associates, had recently completed a home training program in "Electronic Instrumentation and Control" and now has received his diploma from DeVry Technical Institute, Chicago. Congratulations, Mr. Johnson, and may this added knowledge help you in your search for better living.

MRS. FRANCES MATHESON, formerly with our Public Relations Office (approximately three years ago), can feel justly proud.

Mrs. Matheson, who now works for the City of St. James, designed the crest pictured here, and it was accepted by the City of St. James as their city crest. Congratulations, Mrs. Matheson!





EATON'S LAWN BOWLING CLUB

August was the month for the Manitoba playdowns, as arranged by the Manitoba Lawn Bowling Association. This year Eaton's Lawn Bowling Club had several entries:

Doubles: Alice Lord and Margaret Gordon won all four games in the eliminations, entered the semi-finals and finished in 4th place. Other entries were Ann Stefannson and Julie Cook; Betty Munroe and Mona Summers.

Ladies' Event: Eaton's team, piloted by Margaret Gordon, failed to make any of the finals.

Women's Singles: We had two entries—Betty Munroe and Margaret Gordon—but they failed to place.

Men's Day Team Event: Our team placed fourth in the finals for the Johnson-Hutchinson trophy.

Men's Doubles: Bill Lord and George Gordon were eliminated in the finals of the primary by Fred Fenwick and A. Wall of Brandon, 14 to 12.

Consolation Doubles: Percy Cook and Tom Dickson placed third in the finals. The other entry of Harry Evans and Bert Orr did not place—as was the case with our night team.

Men's Singles: Bert Orr and George Gordon did not place.

In the club tournaments Betty Munroe defeated Julie Cook in the ladies' singles. In the men's singles Fred Rendall defeated Bert Orr. It is expected that the team competition will start the latter part of August.

In the Veterans' competitions we had two entries: one skipped by Percy Spickett and the other by George Gordon.

EATON TENNIS CLUB NEWS

By Lisle Kivell

An early Fall Season wind-up is planned for September 20 at Maple Grove Beach in the form of a wiener-corn roast, volley ball for the early attenders and dancing for all. Price of admission is \$1.00 per member and \$1.25 for each guest. This will include food and refreshments. Please procure your tickets early from Contacts and Recreation Office, 2nd floor, or Doug McGee, Sporting Goods, 3rd floor.

Let's have a large and happy time on September 20, gang!

CALLING ALL BRIDGE PLAYERS

The time of year is here when bridge enthusiasts plan to spend many happy hours trying to out-manoeuvre their opponents in that well known game called bridge. Why don't you make arrangements with a fellow employee to enrol in the Eaton Men's Bridge League. For further particulars please contact:

Chairman: Jeff Ross, W28 (M.O. Men's Furnishings)

Sec.-Treasurer: G. W. Rodway, W270 (Furniture)

Store Representative: R. Robinson, W103 (Head Cash)

M.O. Representative: Bill Lockwood, W167

or Contacts and Recreation Office, 2nd floor, Store.

BASEBALL - GIRLS' FINAL

By Jack O'Leary



Pictured above are various shots of the Jets and Royals

Well the Girls' baseball semi-finals and finals have come and gone and our Mail Order Jets are champs for another year. The Jets were fairly invincible this year, not losing one game during the schedule or play-offs.

The Royals defeated the Imps two games to one in the semi-finals and these were very good games.

In the final Royals found that the Jets were just a little too strong in the hitting department, but made a gallant bid to wrestle the cup from their grasp. Congratulations, Champion Jets, and better luck next year, Royals!

The men's baseball team had a good exhibition baseball year and plan to enter one of the industrial leagues next year. So on with the wind-up which will be held within three to four weeks. Watch the Bulletin boards, boys and girls.

WOMEN'S GOLF NEWS

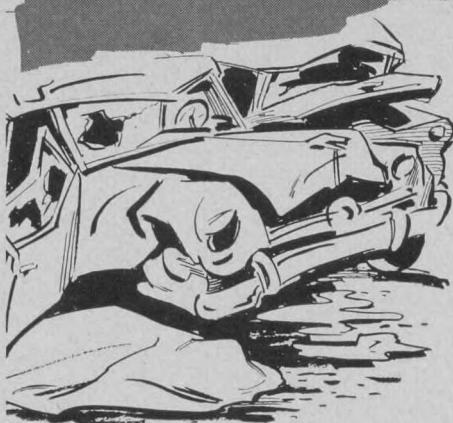
No further news on tournament play, but remember girls:

Women's Field Day — September 17

Elmhurst Golf Club — Tickets \$2.50

18 holes to be played by all classes.

BE A BLOOD DONOR NOW!



Many times we have either been an eye-witness to scenes such as pictured above, or had occasion to view pictures shown in our daily newspapers or TV news. The people involved in such tragedies are ever in need of help from the Red Cross Blood Bank and the deposits that keep this "bank account" open come from people such as ourselves. Please support the Red Cross Blood Donor Clinic which will be held

TUESDAY, OCTOBER 7 and WEDNESDAY, OCTOBER 8, 1958.

Hours: 9 to 11:45 a.m. and 1:30 to 3:45 p.m.

Location: 3rd Floor Mail Order Building No. 2

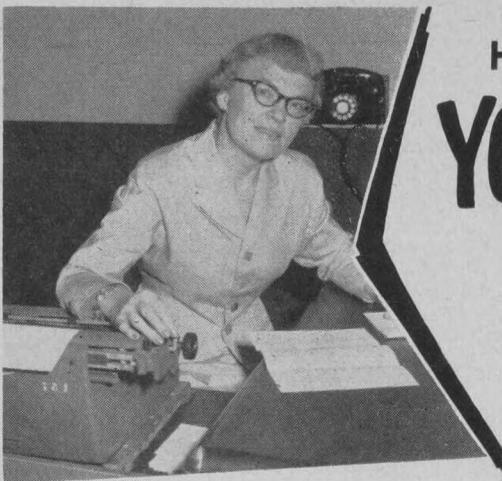
Blood Donor Cards will be forwarded to Welfare Secretaries for distribution. When completing cards please specify appointment time most convenient.

EMPLOYEES - Use Your Staff Training Library

**Example: THE STAFF TRAINING LIBRARY Has a 12-Section Course in
"THE ART OF CONVERSATION"**

Compiled Carefully by MRS. E. COTTON, a Noted Adult Education Authority

Newspaper Writers, Business Executives, Radio Directors and Prominent Educators Have Benefited from This Study Material.



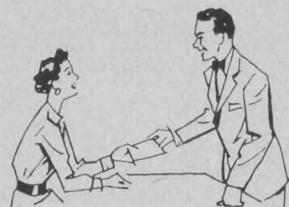
HOW TO MAKE YOUR IDEAS PAY OFF!

Use the
EATON
EMPLOYEE

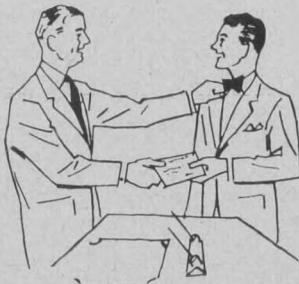
SUGGESTION SYSTEM



What Happens When YOU Submit a Written Suggestion?



1. It may be put in one of the many Suggestion Boxes placed throughout the Store, Mail Order, Warehouses. Do you know where your nearest Suggestion Box is?
2. You personally take your suggestion to Miss Florence Jones (pictured above) and discuss it with her. Why not drop in and have a chat with Miss Jones about an idea you've been thinking about?
3. Each suggestion, typewritten (and with the suggestor's name omitted), is distributed in copy form for consideration by management of the departments concerned. When this investigation has been completed, the results are examined by the Suggestion Committee (selected from responsible men in the Company) and they determine whether the suggestion has merit, and if adopted, what amount shall be given to the suggestor.
4. The proposed award is presented to the Suggestor by the Store Superintendent, and should the suggestion be found to have Company-wide application, the suggestor may receive an additional award.



PERHAPS THE NEXT SUCCESSFUL SUGGESTOR WILL BE YOU!

LATEST SUGGESTION WINNERS

Miss V. R. Chambers, Winnipeg Buying Office.....	\$10.00
Mr. T. R. Leeson, formerly with Employment Replacement.....	10.00
Miss Doris Slack, Staff Training.....	5.00
Mrs. Margaret Broughton, M.O. Shipping.....	5.00

EATON WOMEN'S CURLING CLUB NEWS

Well, girls, curling is just about here and we have a few important points to mention:

1. Have you handed in your application forms for curling to Audrey Grant, Shoe Findings Counter, or Florence Park, Department 55, 4th floor, Mail Order (before September 20th).
2. **Half your membership fee must be included with your application** or your application will not be accepted.
3. Watch next month's Contacts for news about opening night date.

COMBINE BOWLING LEAGUE

President: Roger DesRosiers

Secretary: Win Crowston Treasurer: Florence Rogers

Entertainment Committee: Marie Prynne, Mary Devos, Frank Anderton

We bowl two games each Friday evening—5:30 to 7 p.m.—at the New Saratoga alleys. Our schedule of 29 weeks starts September 12 and we finish off with our roll-off April 17. We break off for Christmas on December 12 when we have our turkey shoot.

Anyone wishing to inquire about our league, get in touch with the above-mentioned executives or your Recreation Office, 2nd floor, Store.

MEN'S CURLING NEWS

The Annual Curlers' Opening Get-together will be held between October 16 and October 23. Keep a close watch on Recreation Bulletin Boards for the exact date and sale of tickets.

Eaton Curling Club Members Please Note: Old members get first preference on entry until closing date, September 30, then "first come first served." Also **half fees** must accompany all applications.

EATON "57" BOWLING LEAGUE NEWS

Another season has rolled around for the "57" bowling group. Our president this year is Bob Winick and Maureen Craig is our secretary. Our league is comprised of 8 teams and we bowl at Wasson's Victoria Alleys from 5:45 to 7 p.m. Starting date was September 9.

Any employee wishing to have their name added to our spare list, please contact Maureen Craig in the Employment Office, 2nd floor, Store.

CUSTOMERS' COMPLIMENTS

From St. Paul, Minnesota:

It was our pleasure to visit Winnipeg recently on our vacation, and during that visit we had occasion to shop in your very fine store. We couldn't help but notice and be very much impressed with the courtesy and spirit of co-operation which prevailed among the clerks in the various departments.

It was our desire to purchase a pair of hockey goalie skates for our son, but realizing that such an item—particularly goalie skates

—is definitely out of season in July, we were rather dubious about being able to get them. However, Mr. Sam McCallum and Mr. McGee of your Sporting Goods Department, were most co-operative. Both of these gentlemen did everything possible to satisfy our request and we did get the skates.

It certainly was a pleasure to shop in Eaton's, and I shall always remember the courtesy and consideration extended to us by Mr. McCallum and Mr. McGee.

STORE NEWS



LOWER FLOOR

Men's Furnishings—By Mr. McNeill

Welcome back to Miss A. Morrissette just returned to work after an operation. Happy to see you looking so well.

Mr. Ed McConkey is the proud father of an 8-lb. baby boy. Both father and baby are doing fine (and so is mother). Thanks, Ed, for those cigars.

Mr. B. Cordingley just back from a month's holiday and looking "fit as a fiddle."

* * *

MAIN FLOOR

Jewellery—By Vera Bowerman

Homer Britton Completes 50 Years' Service

Who would believe that young-looking fellow behind the diamond counter has worked 50 years. "What's the secret, Homer?"

On August 7, 1958, friends and associates of Homer's gathered at the St. Charles Hotel Grill Room to honour Homer. The chairman, Don Wilson, introduced the head table and called on Mr. Donaldson to read letters and telegrams from Homer's many friends both east and west, and one from Mr. R. M. Pinfold who was away on vacation.

Mr. R. Robertson, from M.O. Department 15, spoke on behalf of the Mail Order and other friends associated with Homer over the years. Mr. B. Sutherland, Staff Relations, then spoke on behalf of the Company and thanked him for his loyal and faithful service. Mr. Sutherland presented him with a leather bound scroll signed by his friends and associates.

Mr. A. Cranston then spoke on behalf of the party and presented Homer with a handsome diamond ring. Mrs. Britton was presented with a gorgeous orchid by Miss Mae Broughton and Homer received a gold-coloured carnation from Mrs. Velma Holbrook.

Mr. Gordon Harley entertained the party with a very humorous routine after dinner.

A wonderful time was had by all. May you have many more years of health and happiness, Homer!

At home on Friday, August 8, Mrs. Britton received a lovely bouquet of flowers.

On Tuesday, August 5, a stag party was held at the home of Mr. Roy Firth, formerly of the Jewellery Department, where Homer was presented with a smart sport shirt, three-carrot ring and an ancient trophy from 15 Mail.

Sorry to hear about Mrs. M. Donaldson's recent accident; but we understand she's home now recovering nicely.

Drugs—By R. Bovey

Our sympathy goes out to Mrs. Bernice Stephenson whose mother passed away suddenly August 20.

We are glad to know that John Mainella is on the recuperating list and hope to see him back real soon.

Welcome back, Joyce Cuthbert, nice to see your smiling face at the Ritz Bar again.

Congratulations, Gertrude Gustafson, on the brand new granddaughter.

Good luck to Marvin Dengl who has returned to his studies after a year in our department. We will miss him.

Stationery and Books—By M. C. Lawton

A dinner in honour of Mickie Fleming was held on August 14. Covers were laid for 22. Presentation of an ensemble of a Morgan Jones bedspread, Haddon Hall blanket, Tex-Made sheets and pillow cases in pink and grey was made by Pat Briggs.

At Store closing on the 15th, Mr. Freeman presented a lamp with all the best wishes from her fellow workers. Mickie was married on August 16 to Ernie Hamm in Home Street United Church.

Ron Gilkes left us to make his home in Thompson, Man., and he was presented with a sport shirt. We wish Ron all the best.

Mens Furnishings

Our deepest sympathy is extended to Doug Thomson whose father passed away suddenly on August 26.

* * *

SECOND FLOOR

Self-Serve Dresses—By N. Jackson

Congratulations to Mr. Bruce Evans on his recent appointment as Manager of the Self-Serve Budget Fashions.

Our best wishes for a speedy recovery to Lee Kouk after her recent operation. Hope to see her back with us soon.

Women's Shoes—By M. Pohl

Congratulations to Mr. and Mrs. T. J. Keough on the arrival of a baby girl, Mary Elizabeth, on August 6.

Best wishes to Terry Qualtrough on his recent marriage to Joyce Konet. Terry was presented with an electric percolator on behalf of the department by Mr. W. B. Cable. Best of luck to you both.

Happy to welcome back Mr. Albert Smith who has been on the sick list for quite some time.

Sorry to say good-bye to Ingrid Gislason who has left us to return to school. Ingrid was presented with a sweater on behalf of the department by Mr. W. B. Cable.

Sorry to report that Mr. Mickey Simmons is still on the sick list. Hope to see you back with us soon, Mickey.

* * *

THIRD FLOOR

Meats—By Hilda Dawson

We were sorry to bid good-bye to Graham Frances, but wish him the best of luck in his new position.

A hearty welcome to a new member to our staff of the Fish Department, Mr. Bacon, who recently came from London, England.

Our deepest sympathy goes to Mrs. Sailor on the death of her father who passed away August 3.

* * *

FOURTH FLOOR

Women's Fur Department—By Ev Turner

On Friday, August 1, the department made a presentation to Bill Macyshon. Bill was married on Saturday, August 2, to Geraldine Kolba in St. Giles United Church. We wish them the best of luck and happiness.

Women's Dresses—By E. Buffie

We wish to extend our sincere sympathy to Mrs. Helen Bees and her family in the loss of her infant granddaughter, tiny two-month-old Katherine.

On Monday, August 18, the staff of the Misses', Women's and Young Moderns' Dress, Suit and Coat Departments gathered at Moore's to honour their Department Manager, Mr. N. R. Batting, on the occasion of his 25th anniversary.

At the finish of a delicious cold supper, Miss H. Olsen, on behalf of those present, presented the guest of honour with a moving picture projector, and his charming lady, Mrs. Batting, with 25 roses.

During his response to the good wishes expressed, Mr. Batting gave an interesting account of his 25 years in the various departments of the Company's Western Stores. And as he talked, he, with manlike straight-forward simplicity, went on to say "I started with the Company at such and such an age . . ." to which the girls quickly and gleefully added (tally fashion) the next 25 years, and so directly found the necessary number required to satisfy their natural feminine curiosity (their mental self-avowal being that woman-like they would not be caught napping in a similar circumstance).

The pleasant evening soon came to an end, and the few delightful hours spent together as one large family in social fellowship with their senior, will long be remembered. But also thought of in retrospect, are numerous days of friendly association, and for the future the hope of many more days of happy business relations with a very fine gentleman.

* * *

FIFTH FLOOR

JUVENILE—By F. Kellett

Congratulations to Betty Flegg's son, Don, who pitched a perfect game, no hits, no runs, no errors in the Little Canadian Baseball Provincial Tournament.

Our breath was taken away a few weeks ago when Maureen Bennett, caught in a whirlwind of romance, came in and dazzled us with her engagement ring. She was married on August 23, and we wish her the best of luck. Art Chamberlain is the very lucky fellow, and the event took place at St. Matthew's Church. From the department, Maureen received a toaster, electric kettle, blanket, sheets and pillow cases, and numerous other gifts.

On August 26 the department had a dinner and social evening at the Paddock in honour of Mrs. Lucy Wilson who will be retiring at the end of the month. However, Mrs. Wilson is coming back to work for us for a while. She was presented with a beautiful gold wrist watch from the department, and Miss Sarah Johnson presented her with a borealis bracelet from the "old girls" in honour of her birthday.

It was sort of a triple occasion, for we had two other guests of honour: Miss Marge Adams who will be celebrating her 30 years with the Company September 17, was presented with a gift of luggage, and Mr. Ron McKane who left our department for the Hardware, was presented with a set of cuff links and a tie clip. Mr. Franklin made a very colourful speech which everyone enjoyed and applauded. We were fortunate in having some of the former department members at the party, and also many of the girls' husbands. We'll have to all get together again—and soon!

Bob Lagimodiere, who was in our stock room, is now working in the Men's Furnishings. Good luck to you, Bob.

Belated welcome to Murray Hay into our department. He is our new stock room assistant.

Congratulations to Miss Mary Pshednovik on her recent engagement to Al Sharahan. A beautiful ring for a beautiful girl.

Congratulations to two new brides in our department, Mrs. Charlotte Lepp and Mrs. Carol Drahö. Charlotte was married June 28 and Carol was married May 5. To the lucky husbands we say congratulations.

Our deepest sympathy to Miss Sarah Johnson on the recent loss of her mother.

SIXTH FLOOR

Draperies

Congratulations to Marven O'Neil who became the proud father of an eight-pound baby girl (Heather Jane), born in the General Hospital Pavilion on July 23.

General Office—By D. Cortilet

Good-byes were said to Sharon Richards who has left the department to make house-keeping a full-time job. Sharon received a gift of gloves. Also to Dorothy McKay, who received a suitable gift from the department.

Farewells also to Sandra Hume and Isabel Thompson who have taken on other positions. Sandra received a gift of jewellery and Isabel a silver dresser set.

Best wishes to Gary Jones on the occasion of his marriage of August 16. Gary received a gift of linen from his fellow workers.

Carpets—By Gladys McLean

It was nice having a visit from Danny and Alice Millier of San Lorenzo, California. We enjoyed seeing them.

We were sorry to say good-bye to Ray McLean but wish him luck in his new endeavour.

Have heard that the Arklie family will be eating lots of Jello for the next few months; thanks go to the clever Quiz Kid of the family.

It was nice having Mr. White working with us for a few days again. There will be great excitement in the White household with the return of their son Desmond, his wife and young son Murray, from Germany where Desmond has been teaching for the last two years.

* * *

SEVENTH FLOOR

Furniture and Bedding

Due to holidays we are a bit behind on the news, so here goes.

On June 26 a dinner and dance was held at the St. Charles Hotel in honour of Mr. George Trotter on the occasion of his retirement in July. A bookcase desk was presented to Mr. Trotter on behalf of the department by Mr. Moss.

Judy Snell became the bride of Don Suszynski on June 7. We're a little late Judy, but we wish you the best of luck.

Congratulations to Mr. and Mrs. B. Alexander on the birth of their baby daughter born in June.

A presentation was held in the office for Mr. Trotter on his official retiring day. Mr. Dugdale presented him with a pair of pillows. He also received a tartan car coat from the girls in his department and a set of cuff links and a tie pin from the girls in the office.

* * *

STORE SERVICES

Elevator Ups and Downs

By Aldous Brow

Congratulations and our very best wishes to Sam Critchley who celebrated his 40 years with the Company on August 12.

To the new members of our department—Stella Andrushuk of the Mail Order staff, and Mr. W. Triggs of the night staff—may your stay with us be a pleasant one.

Best of luck to Frank Sousedik who left August 1 for Toronto. Frank was presented with a wallet from the department and key case from the boys on the night staff.

Our best wishes go with Debbie Homeniuk and Joyce Hetherington who also left us recently. On behalf of the department, Debbie was presented with a cardigan and Joyce lingerie.

Delivery—By K. Cross

Congratulations to Mr. and Mrs. H. Wiebe on the arrival of Bert Allen born August 7 at Misericordia Hospital—weight 7 lb. 6 oz.

Mr. and Mrs. Stephen Kiz are receiving congratulations on the birth of their first child, Stephen Alexander, born August 20 at Misericordia Hospital—weight 6 lb. 7 oz.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Shipping—By K. Thiessen

Anne Miklovich left August 6 to be married to Harry Wastra at Our Lady of Fatima.

Congratulations to Lorraine Vielfaure who was married to Jake Penner on August 16 in St Boniface Cathedral.

Maureen Kaye left us to be married to Ron Goods, September 6. They will reside in Calgary, Alberta.

Dorothy Brodie left us to be married to Darwin Burkholder, October 11. They will reside in Regina.

Congratulations and best wishes to all the newly weds.

Glad to see Marlene Clint, Fred Mills and Dave Summers back at work and feeling much better.

We hope Walter Swainson is feeling better and will be back with us before too long.

Mr. and Mrs. W. Price are proud to announce the arrival of a baby son, Donald John, August 13, 1958.

Congratulations to Ethel Kurbis who received a lovely diamond from Ben Hutsbaut; Pauline Pronyk from William Okun; Joan Drobot from Ted Wozy, Anne Stock from Frank Boychuk and Phyllis Busch from F/O Frank Livesey.

* * *

SIXTH FLOOR

M.O. Adjusting—By J. Baynes

Sincere congratulations and all best wishes in his new work are extended to Mr. H. Graham, Assistant, Department 118, who left us August 30 to become Department Manager of 119. We are sorry to see you go, Mr. Graham, but hope to see you often.

Tammy Bialek is happy to announce the arrival of a new playmate, a baby sister, Laura-Marie born July 29. The proud daddy is Al Bialek, Department 118. Congratulations to the happy family.

Ronnie Sigurdson is justly proud of her niece, Heather Sigurdson, who came second in the Miss Canada pageant held in Hamilton August 11 to 16. Although a bit late, we would like to add our congratulations to the many Heather already has received. Next stop — Hollywood?

Household Linens

Household Linens lost an eligible bachelor when Jack Van Ellenburg married Diane Bell of Department 111 at the Canadian Reform Church in Elmwood on Saturday, August 23.

The men of the department held a stag party at the home of Jim Burns on Wednesday, August 20, in honour of Jack, and Alex Topp on behalf of the group, presented Jack with a wool blanket.

On August 22 the staff of the Household Linens gathered at Jack's desk to wish the groom and his bride every happiness. Mr. Dave Carson, Assistant, presented Jack with an automatic toaster on behalf of the department.

Correspondence—By Donna Jamieson

Miss Bessie Windling left August 22 for a month's vacation at the coast. We sure hope you have a lovely holiday.

* * *

SEVENTH FLOOR

M.O. Copying—By M. Shepherd

The girls held a dinner at the Wah Lai Gardens in honour of Barbara Roberts and presented her with an electric tea kettle. Barbara left to marry John De Groot at Crescent Fort Rouge United Church on August 23. She received many useful gifts from her friends.

Mary Nikkel left to take up practical nursing recently and received numerous useful gifts from the girls including a pen, pencil and thermometer set.

Joyce Thomas received a wool bed throw from the department when she left to marry Sim Pelland at the St. Norbert church on August 9. At a dinner at the Wah Lai Gardens the girls presented Joyce with an electric kettle and a coffee carafe.

We wish Edna Watt a speedy recovery from her recent accident.

We express our deepest sympathy to Molly Jackson in the recent loss of her mother.

* * *

EIGHTH FLOOR

Catalogue Distribution, Salesroom, Phones
By M. Taylor

Once again we are very happy to add our sincere congratulations to Heather Sigurdson who placed second in the Miss Canada contest. Joe (Salesroom) and Mrs. Sigurdson went to Hamilton for their holidays.

Our best wishes to these lovely brides: Yvonne Proulx, July 9; Carol Cheater, July 12; Adrian Kennington, July 24; Joyce Adams, August 8; Jean Beaulieu, August 29. They all received many lovely gifts.

Congratulations to Barbara Woodley, Carol Winfield and Clare Tuckett. They received lovely diamonds.

Audrey Michaleski left to make housekeeping a full-time job.

* * *

NINTH FLOOR

Men's and Boys' Furnishings—By D. Dee

We welcome Mr. J. Hallett to the department in his capacity as Signature in the Hat section.

Another farewell on August 15—this time to Mrs. Clem Turner who decided to become a full-time homemaker. Clem has been a member of our staff for many years. Through her quiet and unassuming manner she was highly thought of by all. Along with our good wishes, Mr. Firth presented the department gift of two brightly coloured garden chairs. She also received a lovely lot of gifts from her many friends with whom she has been associated throughout the years she worked with us. All the best, Clem and Harold.

Also to make this day "one to be remembered," we held our annual corn roast at the home of Mr. and Mrs. Wittneben, Henderson Highway. A little earlier than usual for this much looked forward to event, and thus enabling us to see their beautiful garden in all its summer grandeur. This, however, did not dull our appetites any, for the tasty corn and other goodies.

Mr. Firth took this opportunity to present Mrs. Wittneben (Elizabeth) with a fitted train case on behalf of the gathering, and to Mr. Wittneben a hunting jacket. And yes, still another gift to be presented, this time to Clem—a lovely white bedspread—a further token in appreciation of her years of service with the Company.

To Elizabeth who leaves next month on a trip to Germany to visit relatives, we extend every good wish for a happy holiday. Many thanks from us all for a pleasant evening—a special thank-you to Albert for those comfortable seats we found placed around the bon fire.

M.O. Exchanges—By M. Davies

In the news this month is our very charming Olive Russell with a lovely diamond, and we hear its to be wedding bells soon. To you, Olive, and to Harold Joyce, our very best wishes on your engagement.

Notions and Fancy Goods—By E. Moore

Departments 22 and 24 gathered at the home of Mr. and Mrs. J. W. Aker on the evening of August 6. The occasion being a supper party on the lawn. Everyone did justice to burgers, wieners, buns and salad, not to forget dessert of strawberry shortcake and coffee.

After supper some played a game of ball in spite of stiff joints. We were happy to see Mr. D. S. Marshall, one of our former department assistants, drop in and join in the festivities. Later in the evening we expressed our thanks to our host and hostess for another lovely evening spent at their home.

The last week in August was busy for Department 22. On August 27 Mr. H. Price walked in to the department to find a gaily decorated table waiting for him. Mr. R. Robertson, Department Manager, thanked him for 30 years' service and presented him with lawn chairs. The girls of department gave him a recliner. There were numerous other gifts and during the day there were many well-wishers. Congratulations, Harold, and may you have many more years with Eaton's.

On August 28 Department 22 had a dinner at Moore's. This was a double double event, Miss Edna Bolton's retirement, Mr. H. Price's 30th anniversary, Mr. J. W. Aker's retirement and Mr. and Mrs. Aker's wedding anniversary. Mr. R. Robertson was chairman and paid tribute to Edna Bolton's service in the Company. Mr. Aker presented her with a lovely eiderdown from the department. Mr. Robertson presented Mr. Aker with a transister radio. He also received numerous telegrams. Mr. N. Brook, who is a close friend, was present.

Mrs. S. Williams made a presentation to the Akers on behalf of her husband, and Mr. and Mrs. H. N. J. Shaw in honour of their wedding anniversary. Best wishes, Mr. and Mrs. Aker, for a long and happy retirement.

Edna Bolton arrived in the department August 29 to find her table banked with flowers and gifts. She received a lovely bedspread from girls in the department, lingerie and numerous other gifts. Many friends dropped around that day to wish her well. Congratulations, Edna, for your long service, and may you have many more happy years.

161—By O. Quinlan

On July 18 a presentation was made to Jennifer Wacko by her present and former friends in the department on the occasion of her leaving to be married on July 26. On July 25 gifts were presented to Elva Johnson who also became a bride on July 26. Our best wishes for all future happiness go to both girls and their respective grooms.

Two lovely new diamonds made their appearance in the department on the return from holidays of Connie Claes and Gail Le Blanc. Best wishes, girls, and congratulations to Warren and Clarence.

Our best wishes went with the gifts to Shirley Venables who left us to return to her home in Rainy River.

* * *

Hosiery and Gloves—By M. McEwan

On August 14 the girls of the department held a dinner at Chan's in honour of Dorothy Foster who celebrated 30 years with the Company. Anna Stefansson made the presentation of a long-playing-record. On August 15 Mr. W. Bemister presented Dorothy with the department gift of a steam iron and thanked her for her years of service.

Congratulations and best wishes to Mr. and Mrs. Jake Penner (the former Lorraine Vielfaure of the M.O. Packing Department) who were married August 16. Jake was presented with a toaster and blanket from the department.



A surprise dinner was held at Rae and Jerry's in honour of our Manager, Mr. J. Paterson, the day previous to his 35th anniversary. Mrs. Paterson received a corsage and Mr. Paterson was presented with golf balls. After dinner, the department gathered at the Patersons to complete the celebration.

A suede jacket, shirts and golf clubs were the gifts Mr. Paterson received from the department on August 27, his anniversary day. His gaily decorated desk also held many other personal gifts and he received many callers throughout the day.

* * *

ALEXANDER AVENUE WAREHOUSE

Linoleums—By R. Dudek

Congratulations to Mr. Bernie Christeanson and his wife on the arrival of a brand new baby girl on July 17. "How does it feel to be a papa again, Bernie?"

Happy to have Mr. Doug Foster and Mr. John Stanke back from their recent trips to Europe. "How's Paris these days, boys?"

We wish Mr. Bob Wilson a speedy recovery after a recent accident.

Our deepest sympathy is extended to Mrs. May Lowes on the recent loss of her father.

Congratulations to Miss Irene Chapko on her marriage to Mr. Mitchell Gach. Wedding bells chimed on July 1.

Printing—By M. Torrance

We were pleased to see Messrs. Tom Langton, Barney Moody and Ralph Wicklund, all of Toronto, when they dropped in to pay us a call while here on vacation with their families.

We were sorry to hear Mr. E. R. Tennant had been ill and pleased to see him well again.

* * *

RETIRED EATONIANS' NEWS

Mr. Gray received a letter from a well-known retired Eatonian, Mr. Tom McBryde, who has been touring England, Scotland and France and having a pleasant trip. He expects to arrive in Montreal this month and plans to visit Vermont and New York before returning to his home in Los Angeles.

The West Vancouver Boys' Band, which the Company entertained at luncheon in Winnipeg in June while they were en route to England and Holland, were winners of the first prize with honourable mention at the World Music Competitions at Kerkrade, Holland.

The MANITOBA HEALTH SERVICE

Formerly

MANITOBA MEDICAL SERVICE

Eaton Employees' Group Is Now
Open for New Applications and
Changes in Plans until October 1,
1958. This Association Is also
Providing Supplementary Semi-
Private Hospital Coverage.



This means that all members of the staff who have Manitoba Medical Service contracts, and who have already submitted signed applications to the Staff Relations Office, will have the difference between standard ward and semi-private service paid for by the Manitoba Medical Service. Coverage begins October 1, 1958.

Further applications for Medical Service and Supplementary Hospital are being accepted by the Staff Relations Office until October 1, 1958.



By the above photograph it seems like Mr. George Hammond's daughter Gayle's Dalmatian has had a litter of puppies—11 to be exact—and all fine, healthy dogs. Anyone wish a household pet?

Retirements



Mr. Eric A. Jones



Miss Edna Bolton



Mrs. E. Ryland

MR. ERIC A. JONES

After nearly 45 years' service with the Winnipeg Mail Order, spent with the Draperies, then the Dress Goods, Eric Jones called it a day—the day being August 29. Mr. Jones is married and has one son, Eric, who is now in his last year of Medicine at the University of Manitoba.

Mr. Hogg, Department Manager, presented Mr. Jones with a Westinghouse transistor radio on behalf of the staff. On August 14 a special dinner and reception was held at Chan's Restaurant for Mr. and Mrs. Jones. A presentation of a lovely travel rug was made by Mr. Hogg. May your retirement be a happy one is the wish of your friends, Eric!

MISS EDNA BOLTON

A presentation was made to Edna Bolton by management, staff and friends on Friday, August 29. The celebration was Edna's retirement after 38½ years of serv-

ice with the Company. Edna was the recipient of many lovely gifts. A green satin comforter from Department 22, a beautiful chenille bedspread from her associates and many lovely personal gifts.

Edna spent one year with W122 in 1919. the rest of her Eaton life has been with the Notions. During her youth Edna played baseball with Eaton's Girls Baseball League and was a pitcher. Her team won the championship in 1920. How about that!

Well, Miss Bolton, we wish you the best of everything in the coming years. Happy retirement!

MRS. E. RYLAND

retired on August 30, Saturday. She had 13 years' continuous service with the Company, all on the Grill Room staff.

Mrs. Ryland received a wallet, a lovely Royal Doulton figurine—all from management and staff—besides many lovely personal gifts. Your good health and a happy retirement is the wish of all your friends.

LEISURELY DRIVING

Mr. Motorist, do you impatiently fight your way through city traffic, angry with every delay and furious at the conduct of other drivers?

That is the surest way we know of to build an accident or an ulcer, and to avoid either we recommend that you try what we call "leisurely driving."

The key word to this statement, which will appear ridiculous to many, is "leisurely." It doesn't mean slow or carefree, but it does mean freedom from the urge inherent in vehicle operators to proceed with the minimum of delay, interruption or hesitation.

It means driving through traffic without getting angry with the other driver who cuts in, drives in the wrong lane, makes turns without signals or who commits any of the other offences common to city traffic.

Try it. It's a way to enjoy even the thickest traffic.

Set out for your destination with plenty of time to spare, and from the start make up your mind you are not going to worry about

being slowed down, even stopped on the way. When traffic bunches up, accept your place in it. Let the fellow ahead roll along at 15 miles an hour when perhaps you feel he should be doing 30—relax and enjoy the view.

When the traffic jams up at an intersection, light a cigarette or take in the store windows—remember, you left early and you have plenty of time.

Brake your car when you sense the driver in the next lane wants to turn in front of you. Let him turn, let him cut in and out of the traffic and take all the risks he wants to.

If you do this, it will surprise you just how pleasant, even relaxing, a trip of this sort can be. It will also surprise you just how quickly your trip is over. Probably just as quickly as if you had worried, stewed and boiled your way through the traffic in an effort to save a few minutes.

For any future trip you may be taking, it is worthwhile trying a spell of "leisurely driving."

Retirements



Miss Eba Cummings



Miss Florence Harding



Mrs. Lucy Wilson



Mr. P. Fingerot

MISS EBA CUMMINGS

Miss Cummings, Assistant in Women's Coats, retired officially on August 29 after 28 years' continuous service with the one department.

Eba was born in Ayreshire, Scotland, but migrated to Canada from Belfast, Ireland, with ten other members of the Cummings clan. Miss Cummings mentioned that all members of this group worked for the Company at one time or another.

In talking with Miss Cummings she said that choosing a career with Eaton's presented a challenge to her that she was never sorry for taking up, if only to realize the satisfaction of having made so many nice friends and associates through the years.

Mr. Lee, former manager of Coats in Winnipeg now residing at the west coast, wrote Miss Cummings a lovely letter. May happy years continue to be your constant companion, Miss Cummings.

MISS FLORENCE HARDING

retired after 34 years as an Eatonian. Miss Harding was born in Axminster, Devonshire, England, came to Canada when a young girl. Began her career with the Company in the Heavy Hardware, Mail Order, where she spent five years, then M.O. Sportswear for three years and finally Store Sportswear.

Florence likes to golf and has for years belonged to Eaton Women's Golf Club. Hopes to make a trip home to England next year.

Miss Harding was presented with a lovely mantel clock by the management, also a lovely purse and many personal gifts from her friends.

A dinner was held at the Niakwa Golf and Country Club which all staff attended. The best of everything is the sincere wish of your many friends, Florence, in the years to come.

MRS. LUCY WILSON

Mrs. Wilson retired on Friday, August 29, after 18 years' continuous service with the Company all spent with the Juvenile Department. She is widowed and has a son and three daughters. Two girls are married and Mrs. Wilson lives with Marion at home. She also has ten grandchildren.

The morning of her retirement Mrs. Wilson was presented with a beautiful Bulova gold wrist watch. On August 26 at the Paddock a dinner and social evening was held in her honour and she was presented with a lovely set of brilliants from her many friends and associates.

MR. P. FINGEROT

retired on August 29, Friday, after 13 years of continuous service with the Company. He worked as tailor in the Men's Clothing workroom. Mr. Fingerot is married and has a grown-up family. Plans on residing in Winnipeg.

On the morning of his retirement day he received a beautiful wallet and best wishes for a happy and healthy retirement from members of the workroom staff.

ALL HOCKEY PLAYERS!

Please leave your name and position you play with Contacts Office, Second Floor, Store. More news in October issue re league play, etc.

CONTACTS



Published Monthly by

T. EATON CO.
CANADA LIMITED

of Winnipeg, Manitoba, for distribution to
the Co-workers of the Organization

Vol. 34 SEPTEMBER, 1958 No. 9

Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg Store

Department W271—Beds, Springs and Mattresses, Couches, Davenports, Studio Lounges and Children's Steel Cribs:
MR. J. P. DORRATT, Assistant.

Mail Order, Western Division

Department W100B—
MR. G. W. ROBINSON, Operating Manager.

Department W119—Exchanges:
MR. H. GRAHAM, Department Manager.

Department W37 — Men's Boots, Shoes and Sundries;

Department W38—Women's Boots and Shoes;
Department W39 — Boys', Misses' and Children's Boots and Shoes:

MR. J. H. SUTHERLAND, Department Manager.

Red Deer, Alberta

Department RD212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candies, Jewellery, Holloware, Flatware, Watches, Clocks, Hand Bags, Leather Goods, Notions, Fancy Goods, Wools, Gloves, Hosiery, Handkerchiefs and Neckwear:

MR. J. B. MCKINLEY, Assistant.

Edmonton Store

Sales and Expense Office—
MR. M. N. G. EASTMAN, Assistant.

Lethbridge, Alberta

Department L212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candies, Jewellery, Holloware, Flatware, Watches, Clocks, Hand Bags, Leather Goods, Notions, Shoe Findings, Fancy Goods, Wools, Gloves, Hosiery, Handkerchiefs and Neckwear:

MR. R. PITTS, Assistant.

LONG-SERVICE ANNIVERSARIES

FORTY-FIVE YEARS

Mr. Robert A. MacDonald,
Men's Furnishings, Basement.....Oct. 2

Mr. Carman Conn, M.O. Staples.....Oct. 13

Mr. George H. Poole,
M.O. Supply Room.....Oct. 15

FORTY YEARS

Miss Constance Collier,
Head Cash Office.....Sept. 30

Mr. Elliott Westman,
M.O. Adjusting.....Oct. 7

THIRTY-FIVE YEARS

Mr. W. Gillespie, Warehouse.....Sept. 25

Mr. Harold Whitfield,
Men's ClothingOct. 15

TWENTY-FIVE YEARS

Mrs. H. R. Baldwin, Wages Office.....Sept. 23

Mr. Armand G. Provost,
Drugs and Perfumes.....Oct. 10

LATE NEWS

Department W52

We were sorry to lose two of our men just recently: Mr. Taylor to the M.O. Merchandise Operating office, and Mr. Ward to the Notions. On departure Mr. Taylor was presented with a floor lamp, sport shirt and sweater, Mr. Ward with a billfold of money.

Mr. Glyn Morris is home recuperating from an operation—we hope to see you soon, Glyn.

We were pleased to have a visit from our retired Arthur Hutton now living in Vancouver.

W246—By R. Campbell

Our belated congratulations to Lydia Geronney who surprised us all by arriving in with a beautiful diamond from Fred Howell. We extend our best wishes to you, Lydia and Fred.

We were all sorry to see Miss Florence Harding of our office leave us after giving us such wonderful service of 34 years with the Store. Of these years 26 were spent with the Sportswear. She received many gifts and well-wishes from her associates and friends. May you have many more long years of good health and happiness, Florence.

In Memoriam

Hark! A solemn bell is ringing,
All through the night.
Thou my love, art heavenward winging,
All through the night.
Earthly dust from off thee shaken,
Heavenly spirit to awaken,
With thy last long journey taken,
Home through the night.

—Welsh Song

MR. WILLIAM BOWMAN

Well known sportsman and retired Eatonian, died in Winnipeg General Hospital. Billy, as his many friends knew him, retired in 1943 from the Men's Clothing after 25 years' service. Mr. Bowman was best known in Winnipeg as a trainer of hockey teams and had the distinction of being the trainer of the Winnipeg Hockey Club that won the world's hockey championship at the Olympic Winter Games at Lake Placid in New York in 1932.

He is survived by his wife May, son Lt. G. W. R. Bowman, and three grandchildren. A son, Frederick, pre-deceased him in April, 1956. To these are tendered sincerest sympathy in this bereavement.



MR. JOSEPH DE MONTIGNY

Retired from the Company in 1951, he died at St. Boniface Hospital at the age of 72. Mr. De Montigny worked for M.O. Packing and Shipping for 42 years. Surviving are his wife Eva, two daughters, Mrs. T. Robertson of Minot, N.D., and Mrs. M. LeGoff of Montreal; one sister, Mrs. L. Bleau of Winnipeg, three brothers, Louis of Whitewater, Montreal; Eugene and Daniel both of St. Anne, Man., and five grandchildren to whom his many old friends in Eaton's tender their sincere sympathy in this bereavement.

MR. ROBERT DUDLEY

died Tuesday, August 26, 1958. Mr. Dudley worked for The T. Eaton Company for 39 years, most of which was spent in the M.O. Furniture Department. He retired in 1955. Mr. Dudley is survived by his wife Elizabeth, daughter Mrs. V. Neilson, and three grandchildren. The deepest and sincerest sympathy go out to these in their bereavement.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Father

Mrs. P. Anderson....Third Floor Cakes, etc.
Mr. V. T. Fotheringham.....Staff Relations
Mrs. C. Smith...Shopping Card Pay-in Office
Mr. H. G. Fotheringham...Heavy Hardware
Miss Dora Perry.....Wages Office
Mrs. M. Lowes.....M.O. Floor Coverings
Miss Janet Lasokowski

Basement Luncheonette

Mr. Herb Green.....Auto Accessories
Mr. Doug Thomson.....Men's Furnishings
Mrs. C. Sailor.....Service Meats

In the Loss of a Mother

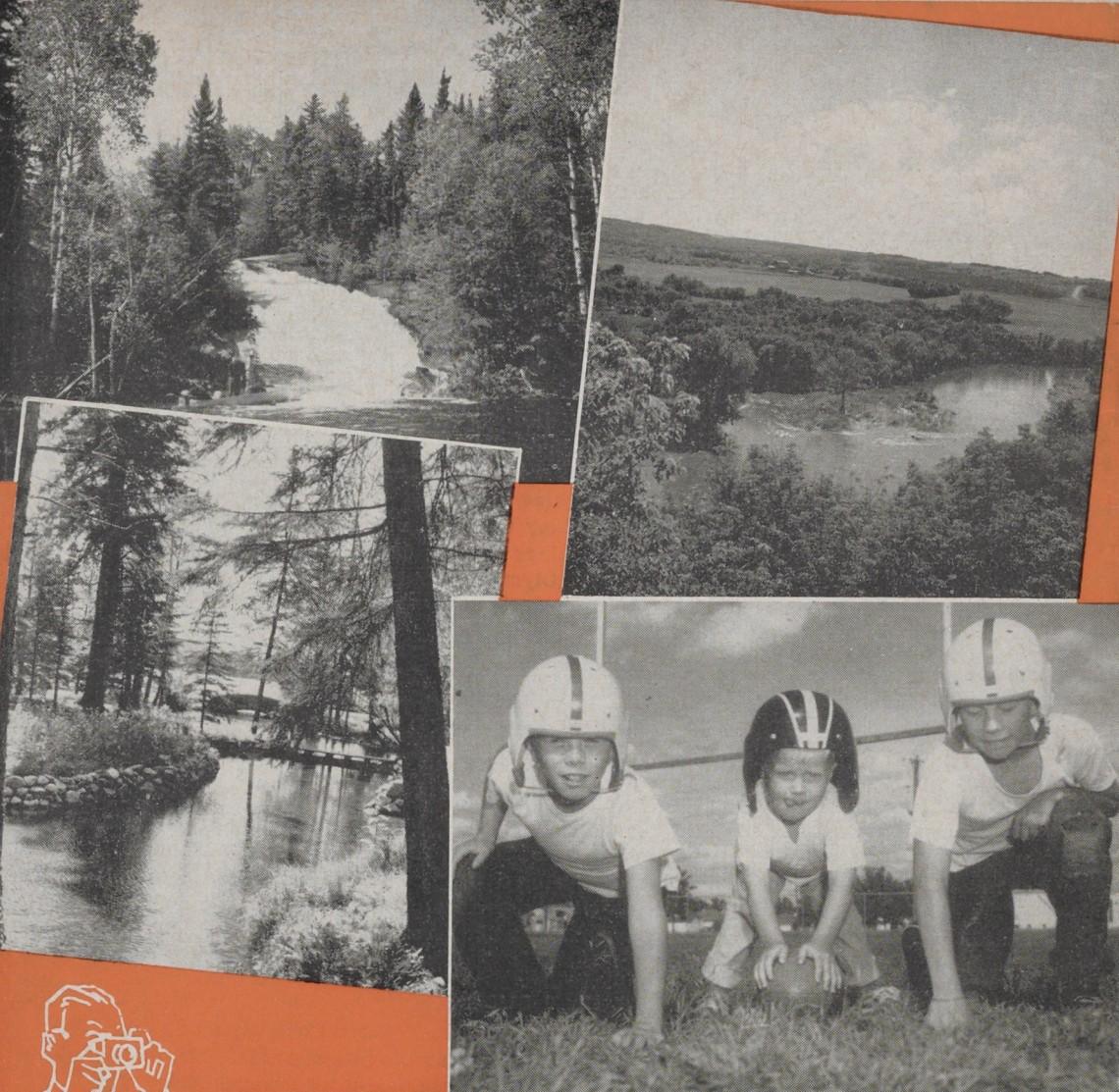
Mrs. Molly Jackson.....M.O. Copying
Miss P. Spenard.....Drapery Workroom
Mrs. B. Stephenson.....Drugs
Miss Ann Mulligan.....Heavy Hardware
Miss B. Laurin.....M.O. Jewellery
Mr. J. N. Band.....Furniture
Miss Maude Stacey.....Employees' Cafeteria
Mr. R. Stacey.....Basement Meats

In the Loss of a Brother

Mrs. K. Elliott.....Third Floor Cakes, etc.

In the Loss of Her Husband

Mrs. C. Gruber.....Women's Coats
Mrs. Gertrude Hill.....Sales Audit



EMPLOYEES' PHOTO CONTEST

- BLACK AND WHITE PRINTS
- COLOUR PRINTS
- HOME ENLARGEMENTS
- COLOUR SLIDES

ENTRY DATES — OCTOBER 20 TO 31

Four Classes of Photos Will Be Judged

A—Black and White Prints (5x7 inches)

C—Home Enlargements (5x7 inches or larger)

PRIZES IN EACH CLASS

First Prize	\$25.00
Second Prize	15.00
Third Prize	10.00
Five Honorable Mention, \$2.00 each	

ENTRY DATES — OCTOBER 20 TO 31

Four Classes of Photos Will Be Judged

A—Black and White Prints (5x7 inches)

C—Home Enlargements (5x7 inches or larger)

B—Colour Prints (5x7 inches)

D—Colour Slides

RULES

conclusion of the contest.

1. Entries are limited to pictures taken after October 31, 1956, by employees, their wives or children living at home.
2. Each employee is limited to not more than four (4) entries in each class.
3. Included are pictures of scenery, children, animals, still life and general interest.
4. Entries in classes A and B must be made to a uniform 5x7-inch unmounted size at employee's expense. Entries will be returned at the

5. Entries will be accepted at the Store Staff Training Office, or Contacts' Office, from Monday, October 20 to Friday, October 31.
6. Entries will be judged by independent authorities appointed by the Assistants' Association. Winners will be announced in the December 15 issue of Contacts, enlarged and placed on display about January 20, 1957.